

Claims:

- 175 1. A golf club head, said club head further including a hosel extending generally upwardly from the heel end thereof and defining a generally upwardly open hosel bore, said hosel having at least one reinforcement bridge of material extending out from the hosel to the main body of the club, creating a roughly cylindrical space underneath the reinforcement bridge of either no material or
- 180 a less structurally sound material than that of the reinforcement bridge.
2. The golf club head of claim 1 wherein said club head comprises a wood-type club head in which the hosel reinforcement bridge extends from the hosel to the upper surface of the club head.
3. The golf club head of claim 1 wherein said club head comprises an iron-type
- 185 club head in which the hosel reinforcement bridge extends from the hosel to the heel of the club head.
4. The golf club head of claim 1 wherein said club head comprises a putter-type club head in which the hosel reinforcement bridge extends from the hosel to the heel of the club head.

- 190 5. A golf club, said club including a golf club head, said club head further including a hosel extending generally upwardly from the heel end thereof and defining a generally upwardly open hosel bore, said hosel having at least one reinforcement bridge of material extending out from the hosel to the main body of the club, creating a roughly cylindrical space underneath the
- 195 reinforcement bridge of either no material or a less structurally sound material than that of the reinforcement bridge.
6. The golf club of claim 1 wherein said club head comprises a wood-type club head in which the hosel reinforcement bridge extends from the hosel to the upper surface of the club head.
- 200 7. The golf club of claim 1 wherein said club head comprises an iron-type club head in which the hosel reinforcement bridge extends from the hosel to the heel of the club head.
8. The golf club of claim 1 wherein said club head comprises a putter-type club head in which the hosel reinforcement bridge extends from the hosel to the
- 205 heel of the club head.

9. A method for designing a golf club hosel reinforcement bridge in which characteristics of the target golfer or group of golfers' swings are used to customize the shape of the hosel reinforcement bridge and the hollow area underneath it.

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